



Statewide Performance Indicators 2009

Economic Indicators	2006	2007	2008	2009	% Change 2008-2009
Total Tourism Spending	\$5,908,000,000	\$6,769,000,000	\$6,925,000,000	\$6,232,000,000	-10.0%
Total Direct Tourism-Related Tax Revenues	\$593,000,000	\$609,000,000	\$695,000,000	\$625,000,000	-10.1%
State Tax Revenues	\$368,000,000	\$384,000,000	\$433,000,000	\$389,000,000	-10.2%
Local Tax Revenues	\$225,000,000	\$225,000,000	\$262,000,000	\$236,000,000	-9.9%
Total Tourism Related Employment	112,572	112,486	114,742	110,508	-3.7%
Direct Tourism Employment	61,347	65,882	62,613	60,205	-3.8%
Indirect Tourism Employment	51,225	46,604	52,129	50,303	-3.5%
Tax Indicators	2006	2007	2008	2009	% Change 2008 2009
Transient Room Tax	\$24,360,960	\$32,611,479	\$34,144,041	\$28,505,730	-16.5%
Restaurant Tax	\$28,993,240	\$31,957,859	\$33,488,426	\$32,030,724	-4.4%
Car Rental Tax	\$15,248,057	\$16,449,661	\$16,081,677	\$14,398,678	-10.5%
Total Gross Taxable Sales (GTS)	\$44,747,000,000	\$46,769,200,000	\$47,360,540,317	\$44,409,394,852	-6.2%
Total Tourism-Related GTS	\$5,908,000,000	\$6,769,000,000	\$6,925,000,000	\$6,232,000,000	-10.0%
Transportation GTS	\$201,036,039	\$205,762,924	\$165,863,655	\$114,823,958	-30.8%
Eating & Drinking GTS	\$2,771,423,171	\$3,016,981,000	\$3,065,310,786	\$3,137,382,768	2.4%
Auto Rentals GTS	\$576,823,815	\$648,999,428	\$622,930,451	\$575,150,379	-7.7%
Hotels & Lodging GTS	\$739,621,493	\$819,803,181	\$1,041,179,915	\$982,073,147	-5.7%
Amusement & Recreation GTS	\$905,718,067	\$961,677,930	\$895,522,445	\$906,402,887	1.2%
Volume Indicators	2006	2007	2008	2009	% Change 2008 2009
Total Non-Resident Visitors	19,290,000	20,230,000	20,340,000	19,400,000	-4.6%
U.S. Visitors	18,600,000	19,500,000	19,600,000	18,700,000	-4.6%
International Visitors	690,000	730,000	740,000	690,000	-6.8%
Salt Lake International Airport	21,557,646	22,045,233	20,790,400	20,432,218	-1.7%
National Park Visitors	5,165,498	5,445,591	5,670,851	6,002,104	5.8%
National Monument & Rec. Area Visitors	4,721,741	2,958,698	3,103,288	4,873,800	57.1%
State Park Visitors	4,494,990	4,925,277	4,564,770	4,820,930	5.6%
Utah Welcome Center Visitors	581,154	550,726	412,458	428,319	3.8%
Total Skier Visitors	4,062,188	4,082,094	4,258,900	3,972,984	-6.7%
Statewide Hotel Occupancy Rate	68.3%	68.4%	63.7%	57.0%	-6.7%